

KRITSADA SATHAWARINTU

Address: 99/202 Moo 5 Bangphlap Pakkret Nonthaburi 11120

Mobile: 089-203-2057 Email: kritsada_satha@hotmail.com

Age: 44 Years



PROFILE

A skilled purchasing, sales and marketing professional with excellent hands-on experience in managing raw materials to effectively achieve the production plan together with true sales commitment, with goal-driven enthusiasm and service mind. An determined manager with outstanding leadership, interpersonal, communications, negotiation and people management skills.

WORK EXPERIENCE (Total 22 Yr. / 7 Mths.)

MARKETING AND SALES EXPERIENCE (14 Yr. / 2 Mths.)

- **FEB 19 - PRESENT (4 Yr. / 9 Mths.)**
Siam Wire Industry Company Limited
Position: Department Manager - Marketing and Sales
Product: Prestressed Concrete Steel Wires and Strands
- **APR 17 - JAN 19 (1 Yr. / 10 Mths.)**
Tata Steel (Thailand) Public Company Limited
Position: Senior Section Manager - Special Wire Rods Sales
Product: Carbon Steel Wire Rods
- **MAR 12 - MAR 17 (5 Yr. / 1 Mths.)**
Tata Steel (Thailand) Public Company Limited
Position: Senior Section Manager - Small Section Sales
Product: Channel and Angel Structural Steel
- **SEP 09 - FEB 12 (2 Yr. / 6 Mths)**
Tata Steel (Thailand) Public Company Limited
Position: Senior Section Manager - Project and Cut and Bend Sales
Product: Round and Deformed Bar Steel

JOB DESCRIPTION

- Create and execute sales plan using strategies and managing sales volume to pursue the sales goal. Give instructions to Sales Representative on how to deal with customers.
- Observe and analyze projects in the market from producer, dealer and fabricator
- Observe and analyze competitors' sales and pricing strategies
- Create and closely maintain good relationship with customers
- Coordinate with the team from the plant to create the production plan to be in line with customer's requirement and finished good delivery plan to customers
- Caught up with the pricing trend of raw materials, and market situation both domestic and abroad, in order to be a source of analysis for decision-making as well as strategy adjustment to the dynamic condition.

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WORK EXPERIENCE (Continuous)

PURCHASING EXPERIENCE (8 Yr. / 5 Mths.)

- **JUL 08 - AUG 09 (1 Yr./ 2 Mths)**

Tata Steel (Thailand) Public Company Limited

Position: Section Manager - Strategic Sourcing and Planning

Product: Steel Scrap

JOB DESCRIPTION

- Coordinated with sales and production department in setting a marketing strategy and planning of raw materials purchasing, in terms of pricing, quantity and inventory control
- Caught up with the pricing trend of raw materials, and market situation both domestic and abroad, in order to be a source of analysis for decision-making as well as strategy adjustment to the dynamic condition.
- Decided a timeframe of purchasing and importing raw materials (MRP), in accord with production plan
- Trained and develop officers as well as suppliers' skills and potential, including evaluate suppliers' performance
- Maintain relationship with existing suppliers to continue the sustainable trade and seek for new potential suppliers.

- **APR 04 - JUN 08 (4 Yrs./ 3 Mths)**

Tata Steel (Thailand) Public Company Limited

Position: Purchasing Officer

Product: Steel Scrap

JOB DESCRIPTION

- Purchased raw materials, in accord with the requirement of the plant
- Decided a timeframe of purchasing and importing raw materials, in accord with production plan
- Control inventory goods to be in an appropriate level

- **APR 01 - MAR 04 (3 Yrs./ 0 Mths)**

Hihero Company Limited

Position: Purchasing Officer

Product: Truck Tyre

JOB DESCRIPTION

- Purchased raw materials, in accord with the requirement of the plant
- Control inventory goods to be in an appropriate level
- Examined and ensured quality system of an operation (Internal Auditor : ISO)

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EDUCATION

- JAN 22 - NOV 23

Kasetsart University

Master of Business Administration

Program: Executive MBA

GPA: 3.95

- MAY 97 - MAR 01

Kasetsart University

Bachelor of Business Administration

Major: Management

GPA: 2.82

SKILLS

Computer: MS Office (Excel, Word, Powerpoint), SAP

Language: English (fair in every skills)

Others: Negotiation, people management, working under pressure

PERSONAL INTEREST

Currently include: Football, Travelling, Theatre and Cinema